

Module Code	LCLM6001
Title	Strategic Management for Business
Date	29/07/2022
Level	6
Credits	20
Pre-Requisites	

AIM(S)

- To develop a holistic understanding of organisations' strategic direction via their interaction with the internal and external environment.

LEARNING OUTCOMES

Upon the successful completion of this module, the student should be able to:

- Critically appraise an organisation's strategic direction;
- Critically analyse the components of an organisation's internal and external environment;
- Critically evaluate strategic options and choices;
- Formulate new strategies for sustainable growth

INDICATIVE CONTENT

- Strategic management in different contexts; Corporate level strategy and business level strategy
- Strategic management in practice; to include the strategic position, strategic choices strategy into action and development processes
- Strategic analysis; to include macro environment analysis using PESTEL and other frameworks, five forces framework, defining strategic groups and critical success factors
- Resource, competence, and strategic capability. The strategic importance of resources, core competences and organisation capabilities. Using SWOT, and TOWS matrix
- Stakeholder expectation and organisational purpose; to include the importance of governance stakeholder mapping and ethical issues and their impact on strategic development
- Business level strategy and different methods of achieving sustainable competitive advantage
- Corporate level strategy to include product diversity, international diversity, corporate parenting roles and portfolio management
- Strategic evaluation and selection; to include the various strategic development methods available to organisations (internal, acquisition and alliance).

Study Time Allocation

The allocation of teaching to deliver the module is:

Activity type	Hours	Percentage
Scheduled learning	40	20%
Independent learning	160	80%
Placement Learning	0	0%

TOTAL	200	100%
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ASSESSMENT

Assessment Component 1

(Tick one)

☐ Written exam ☒ Coursework ☐ Practical

Mode of assessment	Volume	Weighting
Individual Report	3000 words	70%

Assessment Component 2

(Tick one)

☐ Written exam ☐ Coursework ☒ Practical

Mode of assessment	Volume	Weighting
Academically led interview simulating business situations (Ex. Board of directors/Business partners/Investors/Shareholders etc).	10-15 minutes per student	30%

Assessment Summary

Activity type	Percentage
Written	0%
Coursework	70%
Practical	30%
TOTAL	100%

INDICATIVE READING LIST

Module Code	LCLM6001	
Module Title	Strategic Management for Business	
Classification	Reading List Entry	Electronic*
Essential	Whittington, R. (2020) <i>Exploring strategy: text and cases</i> /. 12th ed. Harlow: Pearson.	☒
Essential	Lynch, R.L. (2018) <i>Strategic management</i> . Eighth edition. Harlow, England: Pearson.	☒
Essential	Barney, J.B. (2019) <i>Strategic management and competitive advantage: concepts and cases</i> . Sixth edition, global edition. Harlow, England: Pearson	☒
Further	Johnson, G. (2017) <i>Exploring strategy: text and cases</i> . Eleventh edition. Harlow, England: Business Science Reference.	☒
Further	Carvalho, J.C. de A. (2019) <i>Strategy and superior performance of micro and small businesses in volatile</i>	☐

	economies. Hershey PA: IGI Global.	
Further	Morden, T. (2016). <i>Principles of Strategic Management</i> (3rd ed., Innovative Business Textbooks). Abingdon: Taylor and Francis.)	☐
Further	<i>The Academy of Management Journal</i> <i>The Academy of Management Review</i> <i>The Journal of Business</i> <i>Journal of Organizational Behaviour</i> <i>Management Science</i> <i>Management Technology Managerial</i> <i>and Decision Economics MIS</i> <i>Quarterly</i> <i>Operations Research</i> <i>Organization Science</i> <i>The Review of Economics and Statistics</i> <i>Strategic Management Journal</i> <i>Harvard Business Review</i> <i>Marketing Week</i>	☒